Alumni Affairs

Assessment Report
2010-2011

Mission/Purpose
The University of West Alabama Alumni Relations Office develops relationships and establishes lifelong connections between the University of West Alabama and its alumni and friends, leading to increased support for the institution's mission and goals. Successful relations are the result of the strategic and deliberate cultivation of alumni as leaders, volunteers, advocates and donors for the University of West Alabama.

I. Goals and Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

A. Goal: Address the major educational issues of the region
Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive image of the institution and the area

1. Objective: Increase awareness of and support for UWA
Increase the level of awareness where chapters are located and established. This will also result in an increase of support for UWA and increase the number of scholarships available for students.

a. Measure: Increase the number of active chartered alumni chapters
The Alumni Relations Office will increase the number of active chartered alumni chapters.

Source of Evidence: Administrative measure - other

1. Achievement Target:
Increase the number of active chapters by two.

2. Findings (2010-2011) - Achievement Target: Met
Our achievement target was to increase the number of active chapters by two. This target was met. We have at least two new chapters (Florida Panhandle and New Orleans area) with the possibility of a third (Southeast Alabama). This will definitely increase awareness of and support for UWA.

b. Measure: Develop an alumni travel program
The Alumni Relations Office will develop an alumni travel program.

Source of Evidence: Administrative measure - other

1. Achievement Target:
The Alumni Relations Office will develop an alumni travel program.

2. Findings (2010-2011) - Achievement Target: Partially Met
As of this date, an official alumni travel program has not been established. We have had another bus trip to a football game (UWA vs. USA in Mobile, AL) but no other trips at this point. I still do not have full time staff and that hinders our progress in this area.
3. **Action Plan:**
   - **Set up short day trips.**
     I recently had a brief meeting with a local lady that has experience in planning trips for bank customers and I hope to develop this relationship and develop a plan for alumni trips (short at first and then progress to longer trips).

   - **Established in Cycle:** 2010-2011
   - **Implementation Status:** In-Progress
   - **Priority:** Medium
   - **Implementation Description:** Hire full time staff and continue meetings with this person to develop a program.
   - **Completion Date:** 12/30/2011
   - **Responsible Person/Group:** TyAnne Stone
   - **Implementation Notes:**
     9/8/2011 Investigate the area and items of interest that alums will want to participate in. Surveys can be processed to see what alums are interested in. Make arrangements for the trips then proceed.

B. **Goal: Improve its financial status**
   Improve its financial status by increasing its efforts at productivity and be seeking additional funding from public and private sources.

1. **Objective: Increase awareness of and support for UWA**
   Increase the level of awareness where chapters are located and established. This will also result in an increase of support for UWA and increase the number of scholarships available for students.

   a. **Measure: Increase the number of active chartered alumni chapters**
      The Alumni Relations Office will increase the number of active chartered alumni chapters.

      **Source of Evidence:** Administrative measure - other

      1. **Achievement Target:**
         Increase the number of active chapters by two.

      2. **Findings (2010-2011) - Achievement Target: Met**
         Our achievement target was to increase the number of active chapters by two. This target was met. We have at least two new chapters (Florida Panhandle and New Orleans area) with the possibility of a third (Southeast Alabama). This will definitely increase awareness of and support for UWA.

   b. **Measure: Develop an alumni travel program**
      The Alumni Relations Office will develop an alumni travel program.

      **Source of Evidence:** Administrative measure - other

      1. **Achievement Target:**
         The Alumni Relations Office will develop an alumni travel program.

      2. **Findings (2010-2011) - Achievement Target: Partially Met**
         As of this date, an official alumni travel program has not been established. We have had another bus trip to a football game (UWA vs. USA in Mobile, AL).
but no other trips at this point. I still do not have full time staff and that hinders our progress in this area.

3. **Related Action Plans (by Established cycle, then alpha):**
   **Set up short day trips.**
   I recently had a brief meeting with a local lady that has experience in planning trips for bank customers and I hope to develop this relationship and develop a plan for alumni trips (short at first and then progress to longer trips).
   
   **Established in Cycle:** 2010-2011  
   **Implementation Status:** In-Progress  
   **Priority:** Medium  
   **Implementation Description:** Hire full time staff and continue meetings with this person to develop a program.  
   **Completion Date:** 12/30/2011  
   **Responsible Person/Group:** TyAnne Stone  
   **Additional Resources Requested:** Salary for the full time staff  
   **Budget Amount Requested:** $30,000.00  
   **Implementation Notes:**  
   9/8/2011 Investigate the area and items of interest that alums will want to participate in. Surveys can be processed to see what alums are interested in. Make arrangements for the trips then proceed.

2. **Objective: Improve communication methods**
   Improve the database, redesign/update web site and continue work on the online directory

   a. **Measure: Increase staff to improve communications**
   Additional staff will enable Alumni office to improve the database, redesign/update web site and continue work on the online directory. Review of the database, online directory and web site will provide evidence of this measure.

   Source of Evidence: Existing data

1. **Achievement Target:**
   Part time to become full time.

2. **Findings (2010-2011) - Achievement Target: Not Met**
   The achievement target was for part time staff to become full time. This has not happened at this point. In December 2011, my student assistant will graduate and the plan is for her to become full time in this office. The Graduate Assistant will finish also in December 2011, but I do not believe I will be able to hire her due to funds. She has also applied for another position at the university. If funds were available, I would definitely hire her in this office.

3. **Related Action Plans (by Established cycle, then alpha):**
   **Student assistant and/or graduate assistant become full time staff.**
   Hopefully, the student assistant will graduate and become full time or and the Graduate assistant will finish and become full time.
   
   **Established in Cycle:** 2009-2010  
   **Implementation Status:** In-Progress  
   **Priority:** High  
   **Implementation Description:** Announce position. Interview candidates. Hire candidate.  
   **Completion Date:** 12/30/2011
3. Objective: Host selected reunions
   The Alumni Relations Office will host selected reunions.

   a. Measure: Increase connections with alumni
      Alumni and supporters will feel a stronger bond with the University and funds will
      be raised for university projects and students scholarships

      Source of Evidence: Administrative measure - other

      1. Achievement Target:
         Chapter participation increased during the year. We held 19 chapter meetings,
         2 bus trips to NCAA playoffs, 2 fundraisers, 1 Academic Golf Tournament, 1
         Homecoming party, 4 tailgate parties, 1 Higher Education Partnership Alumni
         Dinner, 1 National Alumni Association Annual Meeting and 1 NAA Board of
         Directors Meeting.

      2. Findings (2010-2011) - Achievement Target: Met
         We did increase connections with alumni and chapter participation increased
         during the year. We had 18 chapter meetings and 14 other events from August
         2010 through September 1, 2011.

II. Other Plans for Improvement
   A. Planned Items
      1. Add Alumni staff member
         Add Alumni staff member
         Established in Cycle: 2010-2011
         Implementation Status: Planned
         Priority: High
         Implementation Description: Check funding – upgrade part time assistant director to
         full time.
         Budget Amount Requested: $25,000.00
2. Develop an alumni travel program
   Develop an alumni travel program
   Established in Cycle: 2010-2011
   Implementation Status: Planned
   Priority: High
   Implementation Description: Contact alumni travel agency and check into places of interest

3. Host selected reunions
   Host selected reunions
   Established in Cycle: 2010-2011
   Implementation Status: Planned
   Priority: High
   Implementation Description: Identify special interest groups for reunions
   Budget Amount Requested: $1,500.00

4. Increase the number of active chartered alumni chapters
   Increase the number of active chartered alumni chapters
   Established in Cycle: 2010-2011
   Implementation Status: Planned
   Priority: High
   Implementation Description: Alumni interest meetings in different locations
   Budget Amount Requested: $1,500.00

B. Items In Progress
   1. Develop DVD presentation to use at alumni meetings around the state
      Develop DVD presentation to use at alumni meetings around the state
      Established in Cycle: 2010-2011
      Implementation Status: In-Progress
      Priority: High
      Implementation Description: Gather material and identify staff member to develop DVD. We do have a DVD presentation at this point that is presented by the President, Dr. Richard Holland. It highlights everything that is going on at the university. It also includes alumni highlights that I usually present. Deivid Delgado, Special Projects Coordinator in the President's office, has been a driving force in developing this DVD.
      Completion Date: 02/10/2012
      Responsible Person/Group: TyAnne Stone - Deivid Delgado
      Additional Resources Requested: Knowledge
      Implementation Notes:
      9/8/2011 Currently a DVD is being used by the President at the alumni meetings and usually includes an alumni update. We plan to add more info to this presentation to highlight the happenings in the alumni office.

   2. Develop Speakers Bureau and use at alumni meetings
      Develop Speakers Bureau and use at alumni meetings. We are also including special presentations by the UWA Singers lead by new Director of Choral Activities, Willie Williams. The New Athletic Director, along with UWA coaches have been present at meetings also. The new Head football coach, Will Hall, has gone along to several of the chapter meetings this year.
      Established in Cycle: 2010-2011
      Implementation Status: In-Progress
      Priority: High
      Implementation Description: Send out information to all faculty/staff - continue to add staff as new staff when hired.
      Completion Date: 12/30/2011
Responsible Person/Group: TyAnne Stone
Additional Resources Requested: Increase in travel budget to accommodate the expenses of these groups traveling with us to the meetings.
Budget Amount Requested: $10,000.00
Implementation Notes: 9/8/2011 We currently have a listing of speakers that are available to use at alumni meetings. We will update the listing yearly as new staff is added or removed.

III. Analysis Answers

A. What specific strengths did your assessments show? (Strengths)
Assessment gives Alumni Affairs the opportunity to concentrate on the objectives that have been set and the goals that have been accomplished. It outlines the progress that has been made and also what the department needs to achieve. It emphasizes the alumni loyalty base and allows the department to overcome the negatives that sometimes weigh it down.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
The challenge of funding always rears its ugly head and presents an opportunity to be creative. In addition to that, lack of full time staff cripples the department in accomplishing the goals set. There are so many opportunities to do more but with limited staff and funding, one has to identify a few things and try to do those well before moving on to other issues. It is very difficult to just identify a few things, when there are so many issues that need to be addressed.

C. What plans were implemented?
The department increased the number of alumni chapters by two, therefore increasing awareness among alumni. The number of staff has increased and there are now two part time staff as well as a full-time staff person. Scholarships were increased as Baldwin County added its first scholarship this year, and there are plans to award a Montgomery Alumni Scholarship also. The new web site is up and running, along with the new online alumni directory. This has increased communication among our alumni, along with continuing to utilize Facebook and email communication. The membership module has been added to Raiser's Edge capabilities and the department is able to accurately track National Alumni Association Membership along with local chapter membership. The SPARK module (Blackbaud technology) is also in the process of being added and will further help with Email communication and other projects. The department utilized several data update services from Raiser's Edge and was able to clean up the database. Alumni Affairs used the Email finder, Address Accelerator and Deceased Record Finder to accomplish this clean up. Office staff completed online training using the Raiser's Edge courses to increase knowledge of the system to better utilize all the services available.

D. What plans were not implemented?
The department has not been able to hire full time staff. An alumni travel program has not been fully developed. SPARK installation has not been completed. The department does not have an alumni house at this point. The scholarship program still needs some work, but improvement has been made. LEAD (Livingston Early Alumni Development) program has not grown as expected.

E. How will assessment results be used for continuous improvement?
The act of writing down goals and plans is a great motivator to accomplish these goals. It is highly satisfying for the department to actually see (in writing) what has been done and what needs to be done. It will use this to continue to strive for accomplishing the goals set in order to reach its mission to develop relationships and establish lifelong connections between the University of West Alabama and its alumni and friends, leading to increased support for the institution's missions and goals.
IV. Annual Reports
   A. Key Achievements
      2011 Alumni Events Info Scholarships and number 2011 Deivid Delgado report 2011 found in the Document Repository

      Documents:
      - Report from the Office of Alumni Relations 2009
      - 2009-2010 UWA Alumni Relations Report
      - 2009-2010 Alumni Relations Happenings
      - Alumni projects 2009
      - 2011 Alumni Events Info
      - Scholarships and number 2011
      - Deivid Delgado report 2011

   B. Staff Achievements
      Chairman of Homecoming Committee Chairman of Scholarship Committee Member of Sumter County Fine Arts Council Served on search committee for Director of Field Experience and Outreach

   C. Public/Community Service
      Provide promotional materials to groups such as Women's Professional Women's organization, Sumter County Welcome back to Teachers, and other similar organizations as requested.